

1ST QUARTER 2016 MARKETING REPORT

Branson Convention & Visitors Bureau

May 20, 2016

- U.S. Economic Outlook
- Travel Industry Update
- Branson 1Q 2016 Performance
- Branson Visitor Update

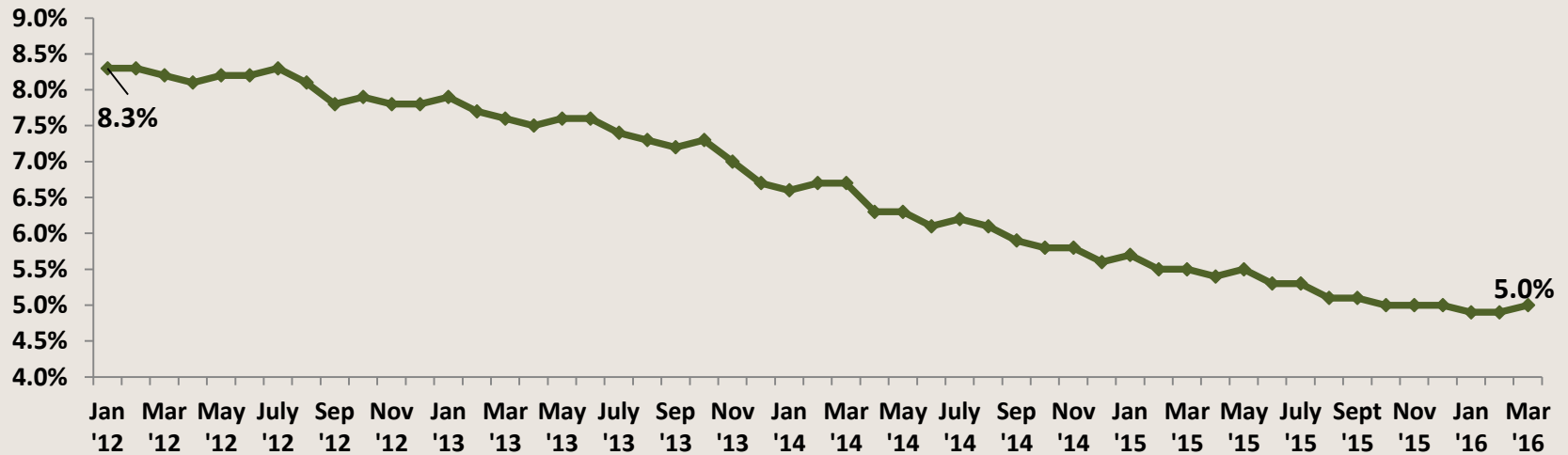
PRESENTATION OVERVIEW

ECONOMIC OUTLOOK

ALL INFORMATION *REPORTED* IS THE MOST RECENT AVAILABLE AS OF MAY 3, 2016

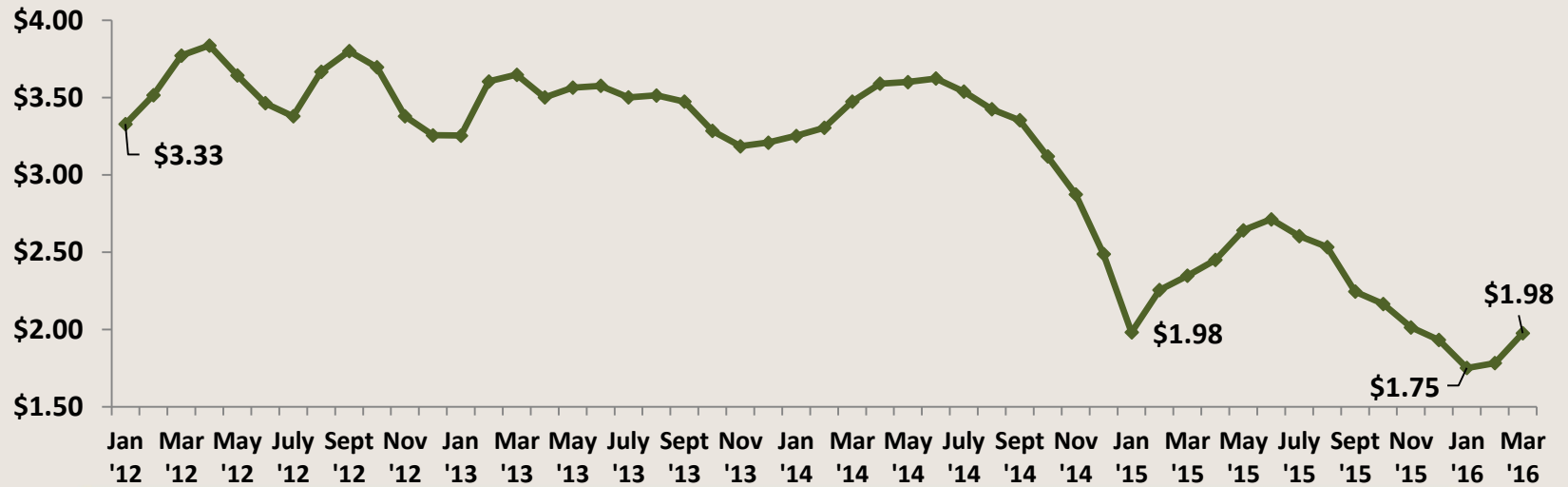
U.S. UNEMPLOYMENT

The U.S. unemployment rate decreased steadily from October 2009, when unemployment reached 10.2%, to August 2015 when it reached 5.1%. Unemployment has remained around 5.0% since then.



GASOLINE PRICES

U.S. gasoline prices dipped all the way down to an average of \$1.75 in January 2016, but increased each of the following two months and stood at \$1.98 in March 2016.



INDUSTRY UPDATE

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GROWTH IN TRAVEL PRICES IS
EXPECTED TO OUTPACE THE
GROWTH IN DEMAND IN 2016.

Leisure travel is forecast to grow by 2.1% in 2016. USTA estimates that leisure travel grew by 2.5% in 2015. Leisure is expected to continue to grow in 2016 – however at a slightly slower pace of 2.1%. Similarly, business travel saw a 2.0% increase over the previous year; however, business travel growth is expected to slow to 1.4% in 2016. Travel prices, however, are expected to enjoy a nice rebound in 2016.

“AMERICAN DESTINATIONS CAN
EXPECT HIGH LEVELS OF
EXCITEMENT AROUND LEISURE
TRAVEL SEGMENTS THIS YEAR.”

- *The State of the American Traveler, January 2016*

The latest edition of *The State of the American Traveler* by Destination Analysts indicates that 34.2% of travelers expect to increase the number of leisure trips taken this year, up from 31.1% one year ago. Also, 34.4% plan to devote more money to travel. Demand for leisure travel is strong across regions, destination types and income brackets; but is most pronounced among young, urban residents.

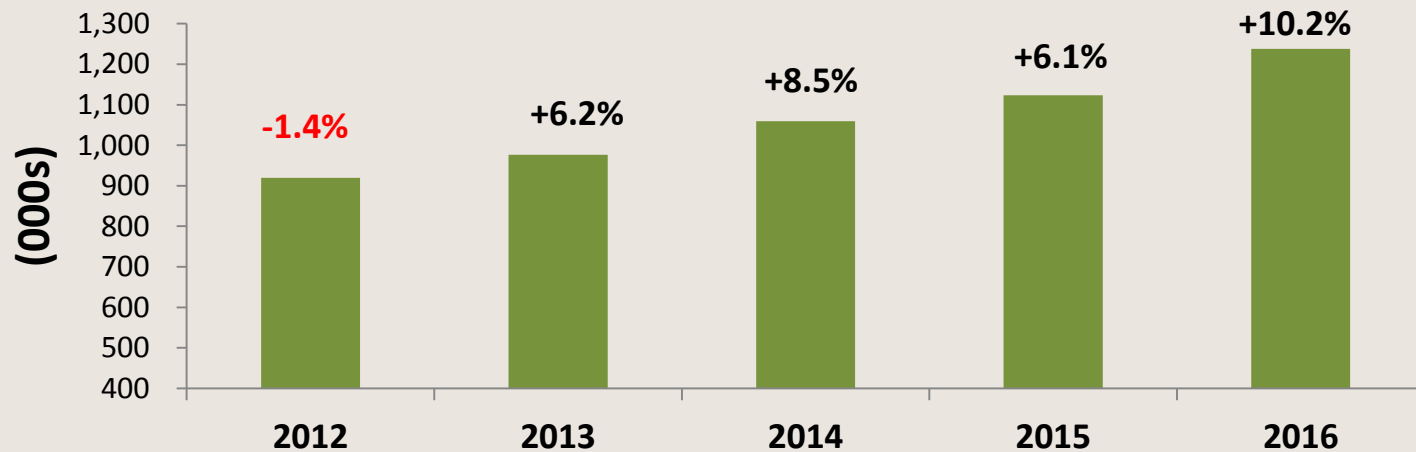
On average, Americans took 4.4 trips last year. Cities and metropolitan areas are by far the most visited destination type with nearly three of four of us planning to visit one this year. The second most frequented destination type will be “small towns, villages or rural destinations/attractions,” with the average traveler visiting 1.1 such places in 2016.

BRANSON 1Q PERFORMANCE

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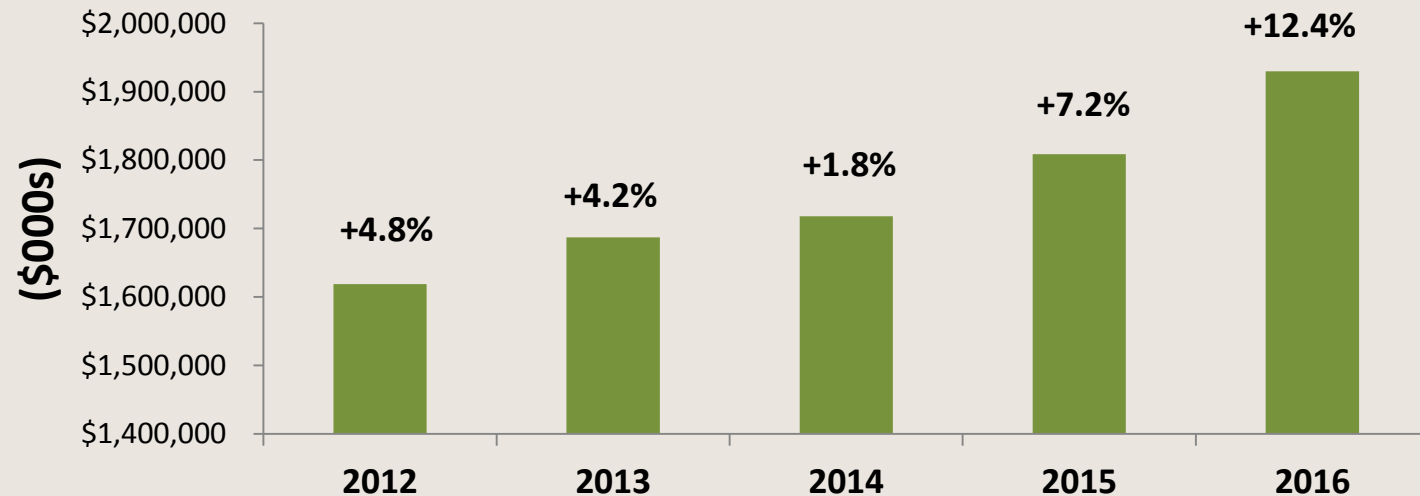
BRANSON ESTIMATED VISITATION

1st Quarter YTD 2016



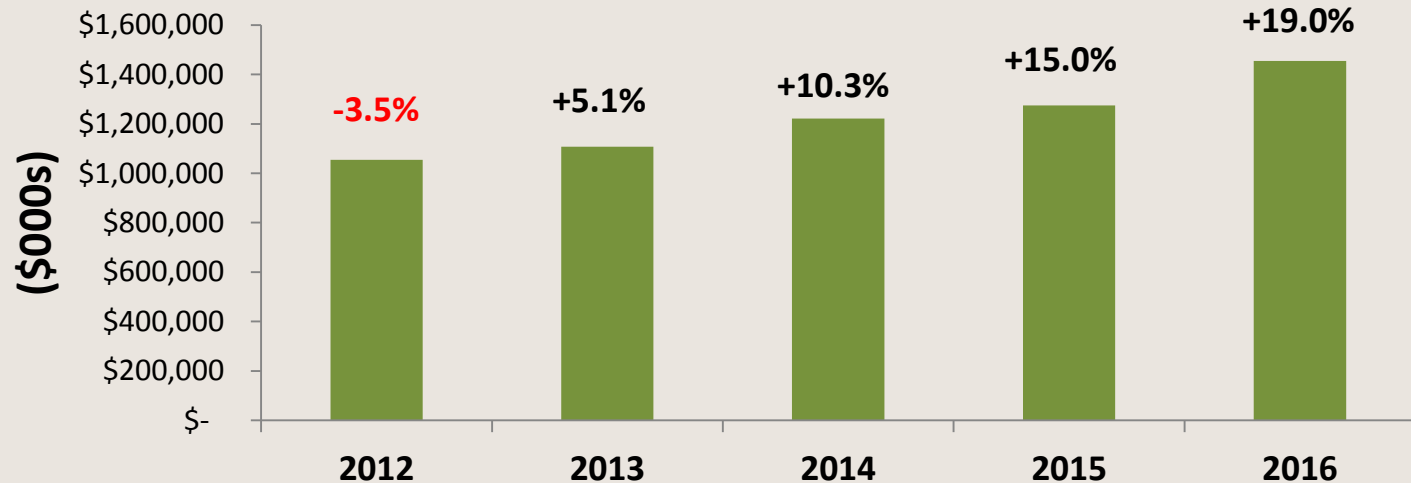
CITY OF BRANSON SALES TAX

1st Quarter YTD 2016



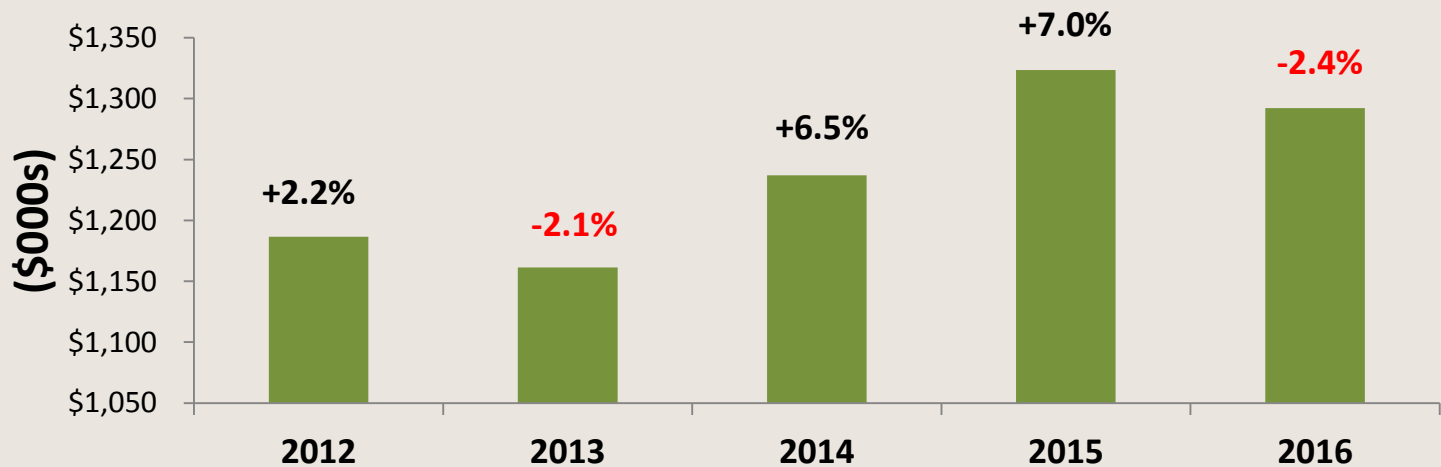
CITY OF BRANSON TOURISM TAX

1st Quarter YTD 2016



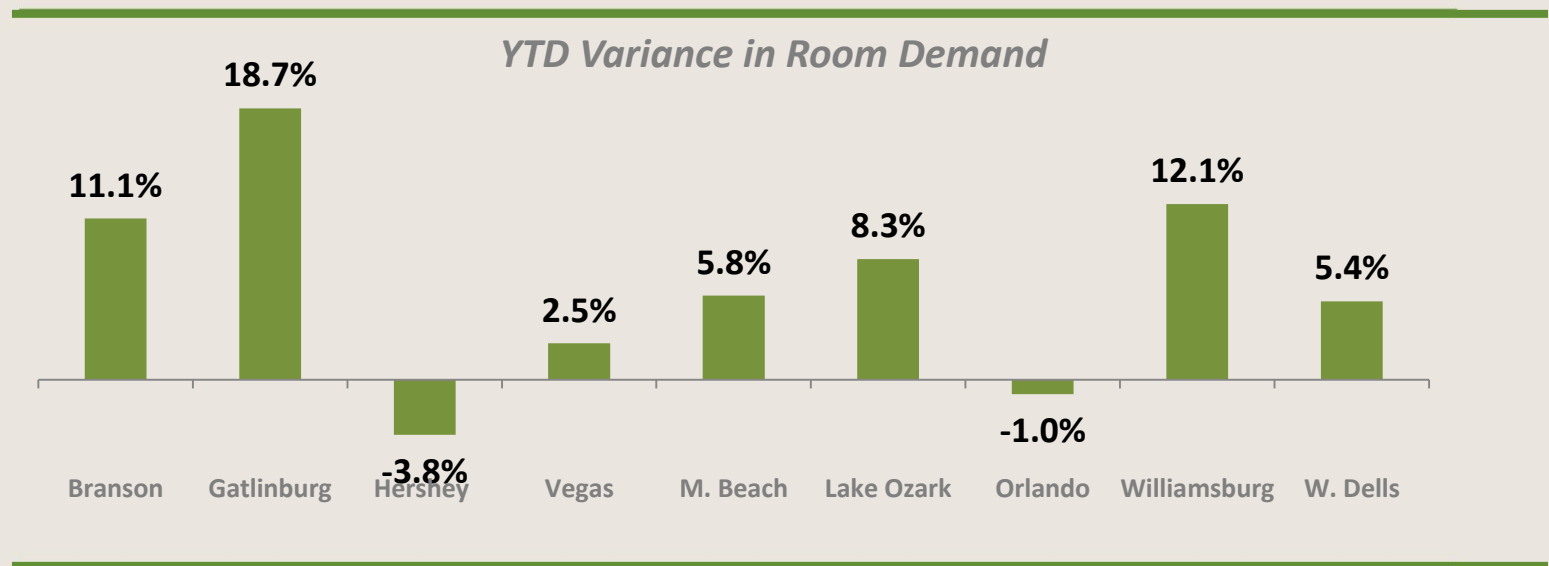
TCED TOURISM TAX

1st Quarter YTD 2016



ROOM DEMAND COMPARISON

1st Quarter YTD 2016



BRANSON VISITOR UPDATE

ALL INFORMATION REPORTED IS THE MOST RECENT AVAILABLE AS OF MAY 3, 2016

YTD VISITOR TRENDS

| METRIC | 2016 | 2015 | VAR |
|------------------|----------|----------|----------|
| SPENDING/PARTY | \$753 | \$753 | +\$0 |
| FIRST-TIMERS | 17% | 25% | -8% |
| % FAMILIES | 50% | 52% | -2% |
| AVG ADULT AGE | 53.6 yrs | 52.3 yrs | +1.3 yrs |
| LOS | 3.7 nts | 3.4 nts | +0.3 nts |
| % SEEING SHOWS | 58% | 62% | -4% |
| AVG # SHOWS SEEN | 2.4 | 2.4 | +0.0 |

SOURCE: H2R MARKET RESEARCH, MARCH 2016 YTD. n = 341; MOE = +/- 5.3% at a 95% Confidence Interval.

VISITATION BY MARKET

| METRIC | % VISITORS | VAR TO 2015 |
|------------------|------------|-------------|
| CORE MARKETS | 15% | + 8.6% |
| PRIMARY MARKETS | 41% | + 5.6% |
| OUTER MARKETS | 23% | + 18.1% |
| NATIONAL MARKETS | 21% | + 11.7% |
| TOTAL | 100% | + 9.9% |

SOURCE: H2R MARKET RESEARCH, MARCH 2016 YTD

DEPARTMENT UPDATES

SPORTS

- RFPs YTD up 66%
- ExploreBranson.VolunteerHub.com was added as a tool for volunteer coordination
- 10,000 brochures for sporting event welcome backpacks and 25,000 updated golf council brochures printed
- Notable Q1 Events:
 - 25th Annual DII Men's Bball Nat'l Championship: March 9-15 at C of O, over 650 players
 - Sugar Bert Boxing Title Belt Nat'l Qualifier March 4-6 at BCC: 525 registered participants from 31 states
 - 4th Annual Branson Classic Gymnastics Competition March 4-6 at BCC: over 600 registered gymnasts
 - Hoop Play March 9-15 at Branson Rec Plex

MEETINGS & CONVENTIONS

- Distributed 49 RFPs into the community in Q1 – 17% increase over Q1 2015.
- Upcoming notable groups that have booked and/or assisted by the CVB:
 - Travel South Domestic Showcase – 1,300 room nights
 - Military Reunion Planners – over 2,000 room nights
 - Discover Santa – 2,400 room nights
 - Missouri Republican Convention – over 2,000 room nights
 - Southern Bred Cycle Fest – group is expecting 2,000 participants
 - Mid-America Emmy Awards – over 400 room nights + PR coverage
 - Aroga Life – 685 room nights

COMMUNICATIONS/PUBLIC RELATIONS

- Mid-America Emmy Awards Board of Governors met here. Sept. 30/Oct. 1 plans include Golf Tournament at TOTR on Friday afternoon, Show Around on Friday evening, Silver Dollar City on Saturday morning, Emmy Gala on Saturday evening with Branson entertainment as well as Branson entertainers as presenters.
- Announcement of Ferris wheel at Track Family Fun Parks generated \$2.6M in ad equiv.
- Attended Travel South in Winston-Salem, NC; met with journalists in one-on-one appointments. Plans underway for pre/post FAMs in 2017.
- At the end of 1Q, Vocus/Cision/Meltwater ad equivalency values at \$5.1M, ; up 20% over previous year.

LEISURE GROUP SALES

- Hosted 2nd Annual Branson Breakfast Show sponsorship at ABA in January in Louisville, KY
 - Exclusively for buyers, the event showcased Branson to 450 tour operators
- Hosted closing night event at Travel South domestic in partnership with MDT for 400 people in Winston-Salem, NC on Tuesday, March 8
 - Branson entertainment was featured and Missouri food & beverage was provided
 - Branson will host Travel South Domestic March 12 – 15, 2017
- RFIs YTD up 20%
- RFPs YTD down 6.6%

DIGITAL

- Website visits up 13.6% YOY
- Launched display campaign in February featuring new creative
- Completed largest-ever Twitter advertising campaign, targeting TV shows featuring national cable buy spots
- Began work on brand touchpoints, including:
 - Mural design
 - Selfie star ground graphics



Questions?

THANK
YOU